MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BIM1014 – INFORMATION SYSTEMS AND MULTIMEDIA

(All sections / Groups)

15 OCT 2018
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages excluding cover page.
2. There are 5 questions. Answer ALL questions.
3. Please write all your answers in the Answer Booklet provided.

Question 1

a. Explain 2 reasons why the knowledge of information systems is important to a business and management students like you? (10 Marks)

b. Draw a diagram to explain the relationship between Input, Output and Process stages of an information system. You may add some additional components that may help in the explanation, if necessary. (10 Marks)

Question 2 (20 Marks)

a. Write a keyword to reflect the description of the explained item. (5 Marks)

Bil.	**Description**	**The possible technology terminology**
Example	**The primary storage of a computer.**	**Random Access Memory (RAM)**
1	The computer's brain.	
2	A Device that capture text or images and convert them to digital format.	
3	A type of commercially available software that is owned, hosted, and managed by a vendor, and accessed by customer via internet.	
4	The biggest operating for a smart phone in year 2018.	
5	The example of a secondary storage device.	

Continued ...

b. Read the information in the table below

Cloud Computing	5G network
It is an ICT architecture in which the users access software application and information system remotely over the internet, rather than locally on an individual PC or from server in the organization's date centre.	Fifth-generation wireless, or 5G, is the latest iteration of cellular technology, engineered to greatly increase the speed and responsiveness of wireless networks. With 5G, data transmitted over wireless broadband connections could travel at rates as high as 20 Gbps by some estimates -- exceeding wireline network speeds -- as well as offer latency of 1 ms or lower for uses that require real-time feedback. 5G will also enable a sharp increase in the amount of data transmitted over wireless systems due to more available bandwidth and advanced antenna technology.

Explain 3 possible contributions and changes in business and management could be expected with the use of cloud computing in the 5G network? (15 Marks)

Question 3 (20 Marks)

a. State TRUE or FALSE for the statement below:

i. Image is one of the data type that available in a Google Spreadsheet (1 Mark)

ii. The formula of **"B1=B1+B2"** does not contains any error that will prevent it from work. (1 Mark)

iii. **"sum"** is a valid name could be used for a sheet name. (1 Mark)

iv. Pivot table is used for data management and data analysis. (1 Mark)

v. **"B1:B3"** it indicates cells B1 through B2. (1 Mark)

Continued ...

b. The clickstream data includes every single click by every visitor, along with associated data revealing customer behaviour patterns, such as time spent on the page, the URL the visitor just left, and the visitor's IP address. Describe any 5 website metrics that can be used to represent the profile of a website visitor. (10 Marks)

Question 4 (20 Marks)

Read the passage below:

In the UK, credit scores are mostly used to determine whether people can get a credit card or loan. But in China, the government is developing a much broader "social credit" system partly based on people's routine behaviours with the ultimate goal of determining the "trustworthiness" of the country's 1.4 billion citizens.

It might sound like a futuristic dystopian nightmare but the system is already a reality. Social credit is preventing people from buying airline and train tickets, stopping social gatherings from happening, and blocking people from going on certain dating websites. Meanwhile, those viewed kindly are rewarded with discounted energy bills and similar perks.

China's social credit system was launched in 2014 and is supposed to be nationwide by 2020. As well as tracking and rating individuals, it also encompasses businesses and government officials. When it is complete, every Chinese citizen will have a searchable file of amalgamated data from public and private sources tracking their social credit. Currently, the system is still under development and authorities are trying to centralise local databases.

Source: https://www.wired.co.uk/article/china-social-credit

Continued ...

Do you agree that social credit system is a good idea to be implemented as one of the management strategy in an organization? Justify your answer with 4 reasons. (20 Marks)

Question 5 (20 Marks)

a. Explain 5 collaborative technologies that can be used in organization that may enhance the effectiveness of the communication and productivity of an organization. (10 Marks)

b. Write a keyword to reflect the description of the explained item. (4 Marks)

Bil.	**Description**	**The possible technology terminology**
Example	The primary storage of a computer.	Random Access Memory (RAM)
1	A graphical, often 3D environment in which users can immerse themselves, interacting with virtual object and one another using avatars.	
2	An information system used to deliver e-learning course and tracking the education performance of the students.	
3	Microblogging tool invented by web users in which posts on a similar topic all include a key prefixed by a #.	
4	Web software frequently used to build knowledge based that allows users to add and edit interlinked web pages.	

c. Explain 3 ways on how to protect the privacy of a user in the social network website. (6 Marks)

End of Page